IN THE BIBLIOGRAPHY

The Applicant respectfully requests the Examiner to enter the following amendment: delete the bibliography.

IN THE CLAIMS

The Applicant respectfully requests the Examiner to change the claims to those shown on pages 6 through 12. A marked up version of the claims is shown on pages 13 through 17.

CLAIMS

1. A computer-implemented method for estimating the impact of specified changes in the value drivers of an enterprise on a component of value of said enterprise, comprising:

   obtaining data related to the value of the business enterprise including a revenue component, an expense component, a capital component and the specified changes in value drivers;

   identifying the causal enterprise value drivers;

   determining, for each one of the causal value drivers, a percentage of each component of value attributable to the causal value driver;

   defining a probabilistic financial simulation model for a component of value; and

   simulating the impact of specified changes in value drivers on the component of value.

2. The computer-implemented method of claim 1 wherein the value drivers are initially identified by predictive models.

3. The computer-implemented method of claim 1 further comprising optionally sub-dividing the revenue, expense and capital in to sub-components to yield a more detailed analysis.

4. The computer-implemented method of claim 1 wherein determining the percentage of the component of value, attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.

5. The computer-implemented method of claim 1 wherein a value driver comprises a combination of one or more item variables and one or more item performance indicators.

6. The computer-implemented method of claim 1 wherein a value driver comprises one or more item variables.

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7. The computer-implemented method of claim 1 wherein a value driver comprises one or more item performance indicators.

8. The computer implemented method of claim 1 wherein the probabilistic financial simulation is completed by a Monte Carlo simulation model.

9. A computer readable medium having sequences of instructions stored therein, which when executed cause a processor to perform a method for estimating the impact of specified changes in the value drivers of an enterprise on a component of value of said enterprise, comprising:

obtaining data related to the value of the business enterprise, identifying the causal enterprise value drivers;

determining, for each one of the causal value drivers, a percentage of each component of value attributable to the causal value driver;

defining a probabilistic financial simulation model for a component of value;

simulating the impact of the specified changes in value drivers on the component of value;

10. The computer readable medium of claim 9 wherein the value drivers are initially identified by predictive models.

11. The computer readable medium of claim 9 further comprising optionally sub-dividing the revenue, expense and capital in to sub-components to yield a more detailed analysis.

12. The computer readable medium of claim 9 wherein determining the percentage of the component of value attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.

13. The computer readable medium of claim 9 wherein a value driver comprises a combination of one or more item variables and one or more item performance indicators.

14. The computer readable medium of claim 9 wherein a value driver comprises one or more item variables.

15. The computer readable medium of claim 9 wherein a value driver comprises one or more item performance indicators..

16. The computer readable medium of claim 9 wherein the simulation is completed by a Monte Carlo simulation model.

17. A computer system, comprising:
a processor having circuitry to execute instructions;
a means for accepting user specified changes in value drivers;
a storage device coupled to the processor and having sequences of instructions stored therein, which when executed cause the processor to,
    obtain data related to a value of a business enterprise,
    identify the causal enterprise value drivers;
    determine, for each one of the causal value drivers, a percentage of each component of value attributable to the causal value driver;
    define a probabilistic financial simulation model for a component of value; and
    simulate the impact of the specified changes in value drivers on the component of value.

18. The computer system of claim 17 wherein the value drivers are initially identified by predictive models.

19. The computer system of claim 17 wherein the revenue, expense and capital components are optionally sub-divided in to sub-components to yield a more detailed analysis.

20. The computer system of claim 17 wherein determining the percentage of the component of value attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.

21. The computer system of claim 17 wherein a value driver comprises a combination of one or more item variables and one of more item performance indicators.

22. The computer system of claim 17 wherein a value driver comprises one or more item variables.

23. The computer system of claim 17 wherein a value driver comprises one or more item performance indicators.

24. The computer system of claim 17 wherein the simulation is completed by a Monte Carlo simulation model.

25. A computer system for identifying the changes in value drivers of an enterprise that will achieve a pre-defined financial goal for a component of value of said enterprise, comprising:

means for obtaining data related to the value of the business enterprise including a revenue component, an expense component and a capital component;

means for identifying the causal enterprise value drivers;

means for determining for each one of the causal value drivers, a percentage of each component of value attributable to the causal value driver;

means for defining a probabilistic financial simulation model for a component of value; and

means for identifying the changes in value drivers that will achieve the pre-defined financial goal for the component of value.

26. The computer system of claim 25 wherein the value drivers have been determined to be causal value drivers for the component of value by a causal model.

27. The computer system of claim 25 wherein determining the percentage of the component of value, attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.

28. The computer system of claim 25 wherein the pre-defined financial goal can be optimal financial performance.

29. The computer system of claim 25 wherein identifying changes in value drivers that will achieve the pre-defined financial goal further comprises iterating a Monte Carlo simulation model.

30. A computer system for identifying the proper method for completing element of value valuations as a function of the level of interaction between value drivers, comprising:

means for obtaining data related to the value of the business enterprise including a revenue component, an expense component and a capital component;

means for identifying the causal enterprise value drivers;

means for determining, for each one of the causal value drivers, the level of interaction by element of value; and

means for using a method that sums value drivers by element when value driver interaction is high and using composite variables for each element of value when value driver interaction is low.